



**Rep Order#** 6865721    **Ver#** 1    **Status** New    **Traffic Order#**    **Printed:** 10/22/2012 8:28 AM    2 of 8  
**EC'd** Yes    **Last Received:** 10/19/2012 2:40 PM  
**Showing Buylines:** All Lines

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<b>Station</b>	WAVY-TV NORFOLK, VA.	<b>Agency</b>	( ) CROSSROADS MEDIA	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) AMER 4 JOB SECURITY		66 CANAL CENTER PLAZA, SUITE 555	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	AMERICANS FOR JOB SE		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) ANJIE BRADY
<b>Estimate#</b>	1251	<b>Agency C/P1/P2/E</b>	13/141/1251		
<b>Buyer</b>	Noelle Ramsey	<b>Flight Dates</b>	10/23/2012 - 11/01/2012	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>		<b>Hiatus Weeks</b>		<b>Salesperson FAX#</b>	215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 6.7	9	TU	7A-9A	TODAY SHW	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
	10	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	11	TH	7A-9A	TODAY SHW	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 6.7	12	F	7A-9A	TODAY SHW	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	13	M	7A-9A	TODAY SHW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	14	TU	7A-9A	TODAY SHW	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
Rating: 6.7	15	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	16	TH	7A-9A	TODAY SHW	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
	17	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
Rating: 4.1	18	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	19	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
	20	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	





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EC'd Yes

Ver# 1 Status New

Traffic Order#

**Printed:** 10/22/2012 8:28 AM

5 of 8

**Showing Buylines: All Lines**

**Station** WAVY-TV NORFOLK, VA.  
**Advertiser** ( ).AMER 4 JOB SECURITY

Agency ( ) CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 13/141/1251

**Flight Dates** 10/23/2012 - 11/01/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

1000

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	TH	3P-4P	MAURY POVICH<	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
Rating: 2.1												
	43	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/23-10/23	1	1	1	\$1,500.00	
Rating: 5.8												
	44	W	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Rating: 5.8												
	45	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating: 5.8												
	46	F	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 5.8												
	47	M	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 5.8												
	48	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 5.8												
	49	W	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
Rating: 5.8												
	50	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
Rating: 5.8												
	51	TU	6P-630P	WAVY NEWS10-6<	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
Rating: 7.6												
	52	W	6P-630P	WAVY NEWS10-6<	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 7.6												



Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AMER 4 JOB SECURITY  
Product AMERICANS FOR JOB SE  
Estimate# 1251  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 13/141/1251  
Flight Dates 10/23/2012 - 11/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	64	M	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 4.8												
	65	TU	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.8												
	66	W	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
Rating: 4.8												
	67	TH	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
Rating: 4.8												

---REPORT TOTALS---

Report Totals: 67 / \$82,200.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$42,000.00    Nov 12: 32 / \$40,200.00

Sales Totals: 67 / \$82,200.00

Station Totals: 67 / \$82,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$293,571	CATV 0%	WAVY 28%	WGNT 2%	WPXV 0%	WTKR 27%
		WTVZ 3%	WVBT 5%	WVEC 35%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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Product AMERICANS FOR JOB SE  
Estimate# 1251  
Buyer Noelle Ramsey  
Phone#  
Fax#

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-- CREDIT RISK --  
CASH IN ADVANCE